

AOBA Student Design Competition celebrates its 10th year!

There is much talk within the alpaca industry about the importance of promoting goods made from alpaca. The Student Design Competition is one way of doing so... by working with future designers.

Created to promote the use of alpaca fiber in fashion, textile and interior design at the fundamental level of educational institutions, the SDC is celebrating its 10th year!

Its mission statement is: ***'To expose college-level art, fashion and textile design students and professors to the wonders of designing with alpaca fiber. By promoting the competition, we are ensuring the next generation of designers will be entering the workforce with a positive awareness of this amazing luxury fiber that can be utilized throughout their professional lives'***.

Over the course of 10 years, the competition has grown steadily with alpaca fiber being incorporated into the curriculum of fashion and textile design college departments throughout the country. This year, over 200 North American college level art and design schools were contacted for their students to compete for cash prizes, and about 200 actual entries coming from 35 schools have been received.

Each entry consists of a presentation board, swatches and a one page essay demonstrating the student designer's understanding of the benefits and properties of alpaca fiber relative to design and theme.



Students are provided with Power Point presentations describing the attributes of alpaca fiber and are encouraged to visit the website www.alpacainfo.org for information on alpacas and to contact breeders within their geographical area. Students also receive materials including: 100% alpaca yarn, roving, and fabric swatches donated by AOBA alpaca farm members.

NSAA encourages you to visit the website <http://www.alpacafashion.com/index.asp> for more info, and consider making a monetary or materials donation to this important program.